

**REMARKS**

I. Status of the Claims

Pending claims 1-6, 8, 10, 12, 14, 26, 28-32, and 47-76 have been rejected. Claim 76 is cancelled herein. Claim 77 is added herein.

II. Objection to September 29, 2005 Amendment

The Examiner has objected to the Amendment filed September 29, 2005 “under 35 U.S.C. 132(a) because it introduces new matter into the disclosure.” In particular, the Examiner argues that “[t]he added material which is not supported by the original disclosure is as follows: the limitation in claim 76 that the ground transportation coordinator is also not a ground transportation operator.” See Office action at page 2. Applicants respectfully note that claim 76 has been cancelled.

III. Rejections Under 35 U.S.C. § 112, ¶ 1

The Examiner has rejected claim 76 under 35 U.S.C. § 112, ¶ 1 “as failing to comply with the written description requirement [because] [t]he claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.” See Office action at pages 2-3. Applicants respectfully note that claim 76 has been cancelled.

IV. Rejections Under 35 U.S.C. § 103

The Examiner has rejected **claim 76** under 35 U.S.C. § 103(a) “as being unpatentable over ‘Packers.com’ and ‘Packerfantours.com,’ which disclose the invention substantially as claimed in view of Packerfantours.com article A.” *See* Office action at pages 3-5. Applicants respectfully note that claim 76 has been cancelled.

The Examiner has rejected **claims 1-6, 8, 10, 12, 14, 26, 28-32, and 47-75** under 35 U.S.C. § 103(a) “as being unpatentable over ‘Packers.com’ and ‘Packerfantours.com,’ which disclose the invention substantially as claimed, in view of packerfantours.com article A and further in view of packerfantours.com article B.” *See* Office action at pages 6-10. Applicants respectfully traverse these rejections.

**Claim 1** is directed to a method that includes, among other things, receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second computer is used by the consumer ***and is in wireless communication with the first computer***, and wherein the consumer’s selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event.

Applicants respectfully submit that the cited web-pages fail to disclose or suggest at least the aforementioned features of claim 1. For example, the cited web-pages fail to disclose or suggest wireless communication between the first and second computers.

*Claims 2-6, 8, 10, 12, and 47-51* depend from claim 1, and are not obvious for the reasons discussed above.

*Claim 14* is directed to a method that includes, among other things, receiving, at a first computer, a transmission indicating that an event transportation identifier has been selected by a consumer, wherein the event transportation identifier is displayed by a second computer, wherein the second computer is used by the consumer ***and is in wireless communication with the first computer***, and wherein the consumer's selection of the event transportation identifier causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event.

As discussed above, Applicants respectfully submit that the cited web-pages do not disclose or suggest a method that includes at least the aforementioned features of claim 14.

*Claim 26* is directed to a device that includes, among other things, means for receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second computer is used by the consumer ***and is in wireless communication with the first computer***, and wherein the consumer's selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event.

Applicants respectfully submit that the cited web-pages fail to disclose or suggest at least the aforementioned features of claim 26. For example, the cited web-pages fail to disclose or suggest wireless communication between the first and second computers.

**Claim 28** is directed to a device used by a ground transportation coordinator. The device includes, among other things, a processor configured to receive a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a computer, wherein the computer is used by a consumer *and is in wireless communication with the device*, and wherein the consumer's selection of the portion of the content page causes the device to send to the computer for display by the computer data indicative of a ground transportation service.

Applicants respectfully submit that the cited web-pages fail to disclose or suggest at least the aforementioned features of claim 28. For example, the cited web-pages fail to disclose or suggest wireless communication between the device and the computer.

**Claims 29-31** depend directly or indirectly from claim 28, and thus include all features of claim 28. As discussed above, Applicants submit that claim 28 is allowable. Accordingly, Applicants submit that claims 29-31 are also allowable.

**Claim 32** is directed to a computer-readable storage medium encoded with processing instructions for implementing a method that includes, among other things, receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second

computer is used by the consumer *and is in wireless communication with the first computer*, and wherein the consumer's selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for an event.

Applicants respectfully submit that the cited web-pages do not disclose or suggest a computer-readable storage medium encoded with processing instructions for implementing a method that includes at least the aforementioned features of claim 32. For example, the cited web-pages fail to disclose or suggest wireless communication between the first and second computers.

**Claim 52** is directed to a method that includes, among other things, receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second computer is used by the consumer *and is in wireless communication with the first computer*, and wherein the consumer's selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for a sporting event.

As discussed above, Applicants respectfully submit that the cited web-pages do not disclose or suggest a method that includes at least the aforementioned features of claim 52.

**Claims 53-59** depend from claim 52, and are not obvious for the reasons discussed above.

**Claim 60** is directed to a method that includes, among other things, receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second computer is used by the consumer *and is in wireless communication with the first computer*, and wherein the consumer's selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for a concert event.

As discussed above, Applicants respectfully submit that the cited web-pages do not disclose or suggest a method that includes at least the aforementioned features of claim 60.

**Claims 61-67** depend from claim 60, and are not obvious for the reasons discussed above.

**Claim 68** is directed to a method that includes, among other things, receiving, at a first computer, a transmission indicating that a portion of a content page has been selected by a consumer, wherein the content page is displayed by a second computer, wherein the second computer is used by the consumer *and is in wireless communication with the first computer*, and wherein the consumer's selection of the portion of the content page causes the first computer to send to the second computer for display by the second computer data indicative of a ground transportation service specifically provided for a theatrical event.

As discussed above, Applicants respectfully submit that the cited web-pages do not disclose or suggest a method that includes at least the aforementioned features of claim 68.

*Claims 69-75* depend from claim 68, and are not obvious for the reasons discussed above.

IV. Conclusion and Request for Reconsideration

Applicants respectfully request reconsideration and withdrawal of the pending rejections, and allowance of the pending claims. If a telephone interview would further prosecution of the application, the Examiner is invited to contact the undersigned.

V. Authorization

The Commissioner is authorized to charge any additional fees associated with this filing, or credit any overpayment, to Deposit Account No. 13-3250. **EXCEPT** for issue fees payable under 37 C.F.R. § 1.18, the Commissioner is hereby authorized by this paper to charge any additional fees during the entire pendency of this application including fees due under 37 C.F.R. §§ 1.16 and 1.17 which may be required, including any required extension of time fees, or credit any overpayment to Deposit Account 13-3250. This paragraph is intended to be a **CONSTRUCTIVE PETITION FOR EXTENSION OF TIME** in accordance with C.F.R. §

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Appl. No. 09/932,388  
Amdt. dated July 25, 2006  
Reply to Office action of January 4, 2006  
Express Mail Label No. EV 251 632 041 US

1.136(a)(3). Although this paper is believed to be timely filed, Applicants hereby petition for any necessary extension of time that may be required.

Respectfully submitted,

**MILBANK, TWEED, HADLEY & McCLOY LLP**

By: \_\_\_\_\_



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Dated: July 25, 2006

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